

**A. CONTACT INFO**

<b>Ministry Name</b>	Pastoring on Purpose Ministries
<b>CEO Name &amp; Title</b>	Kevin Relyea President and Head Coach
<b>Primary Contact &amp; Title</b>	Kevin Relyea
<b>Address, City, State, Zip</b>	P.O. Box 1900 Poway, Ca. 92074
<b>Phone</b>	858 883 2937
<b>Fax</b>	N/A
<b>Email</b>	kevinrelyea@earthlink.net
<b>Website</b>	www.pastoringonpurpose.com

**B. KEY INFO**

<b>Year Founded</b>	2004
<b>Total Employees (FT &amp; PT)</b>	One Full Time, One Part time
<b>Total Volunteers</b>	Two
<b>Total Board Members</b>	Four
<b>Total Donors (last 24 months)</b>	15
<b>Organizational Memberships</b>	<input type="checkbox"/> Evangelical Council for Financial Accountability (ecfa.org) <input type="checkbox"/> Christian Leadership Alliance (ChristianLeadershipAlliance.com) <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____
<b>Is your IRS 990 form available for public inspection?</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Do you have an annual audited financial statement that meets ECFA's Standard No. 3 and is available to the public?</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> We will meet this standard by (date): __ when it makes financial sense._____

**C. FINANCIAL INFO** (per ECFA reporting categories – www.ecfa.org)

	<b>Last Fiscal Year Actual</b>	<b>Current Fiscal Year Budget</b>	<b>Estimated Budget Next Year</b>
<b>INCOME</b>			
Donated Income	\$31,500.00	\$35,000.00	\$50,000.00
All Other Income	\$3,300.00	0	0
<b>Total Income</b>	\$34,800.00	\$35,000.00	\$50,000.00
<b>EXPENSE</b>			
Program Services	\$31,100.00	\$29,000.00	\$29,000.00
General & Administrative	\$1,550.00	\$2,500.00	\$15,500.00
Fundraising	\$1,450.00	\$3,500.00	\$3,500.00
<b>Total Expense</b>	\$34,100.00	\$35,000.00	\$48,000.00

**D. OUR "ELEVATOR SPEECH" (external)**

<b>Brand Promise</b> (slogan or tagline)	"Helping those who do good; do it better"
<b>What do you do?</b> (50 words or less)	We provide pastors and ministry leaders with biblically based leadership coaching and a leadership model that can dramatically leverage their churches' ability to impact their community for God.
<b>Key Endorsements</b> (names of people or organizations)	Matt Hammett, Lead Pastor Flood Church San Diego Ron Jensen, Christian Author and Leadership Coach Kevin Reynolds, Lead Pastor Flipside Church Rancho Cucamonga
<b>Our "BHAG" (Big Holy Audacious Goal) is:</b>	By this date, __ 2020 ____, we hope that "our" coaching model is being used in 10,000 churches.

**E. THE FIVE DRUCKER QUESTIONS (internal)**

From: *The Peter F. Drucker Foundation Self-Assessment Tool: The Five Most Important Questions Every Nonprofit Organization Must Ask* (leadertoleader.org)

<b>1. What is our mission?</b>	To help leaders in the church become the most effective leaders in the world.
<b>2. Who is our customer?</b>	<ul style="list-style-type: none"> <li>• Our PRIMARY customer is: Church leadership that wants to do all that God can possibly through them</li> <li>• Our SUPPORTING customers are: Successful Christian leaders who desire to have a more significant impact on the world.</li> </ul>
<b>3. What does the (PRIMARY) customer value?</b>	God's Kingdom come, His will be done; On earth as it is in Heaven
<b>4. What have been our results?</b>	We have learned how to revolutionize the leadership potential of the Church.
<b>5. What is our plan?</b>	Engage like hearted others in our work. Communicate the value of our "product" to customers; Develop the systems necessary for scaled execution;

#### F. S.W.O.T. ANALYSIS

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>• A model for leading that works and that anyone can use to get better.</li> <li>• 30 years of leadership development experience that has been informed by God's word.</li> </ul>	<ul style="list-style-type: none"> <li>• A difficult message for heart connection.</li> <li>• Very little infrastructure at POP</li> <li>• small Team at POP</li> </ul>	<ul style="list-style-type: none"> <li>• Younger leaders appreciate mentors/coaches</li> <li>• So much leadership dysfunction exists</li> <li>• The Church recognizes the need to do better.</li> <li>• Potential to strengthen Christian marriages, families, and businesses as well</li> </ul>	<ul style="list-style-type: none"> <li>• Few leaders connect leadership dysfunction to the difficulties they face making disciples.</li> <li>• Leader Pride</li> <li>• We have an enemy who realizes the strategic significance of ineffective leadership</li> </ul>

#### G. THREE STRATEGIC (and specific) WAYS FOR TBG MEMBERS TO BECOME INVOLVED

No.	Opportunity/Task/Volunteer Role	Target Date
1	Possible Board Members	June 2010
2	Contribute and/or connect us to Marketing/Communication expertise	November 2010
3	Contribute and/or connect us to training system development expertise.	Sept 2010
	<u>Major Prayer Request:</u> That Kevin can complete his book proposal and find a publisher that believes in the project	

*Thanks for limiting your report to 2 pages!*